**Why Should Digital Preservation Matter to You?**

Intended for: *Content Creators*

Everyone has a role to play in safeguarding our university’s digital assets.

The intellectual property of our institution is at risk. We must have an active digital preservation program in place to be a leading institution. Without such a program all the content we create is at risk of being lost.

Current estimates are that without digital preservation electronic records could become inaccessible within a few years, a decade at most. To ensure long-term viability and relevance of our work we need to begin a digital preservation program now as a core component of campus activities like teaching or research.

**Facts about Digital Preservation**



* Twenty-first century research requires management of data, mining of data and working with libraries and IT staff to manage data so it’s available long-term.
* Technology changes. Without a program for long-term preservation the intellectual content you are developing today will become inaccessible to the researchers of tomorrow.
* Content creators have the most to lose without a preservation program in place. Campus administrators at all levels need to understand the value you place on digital preservation and allocate resources accordingly.
* Digital preservation isn’t just about judicious backing up of files. Initially you will need to invest time in selecting and organizing files for archiving, but after the initial push the ongoing time commitment should be minimal.

**How Can You Help?**



Everyone has a role to play in establishing a digital preservation program. Digital preservation activities are part of our core mission; they secure the intellectual capital represented in our teaching and research products. This is necessary to remain viable and attract and retain faculty, students and staff. We need to get the dialogue started and the funding identified to move this critical program forward.

**What is Digital Preservation?**

Digital preservation combines policies, strategies and actions to ensure long-term access to content that is born digital or converted to digital form regardless of the challenges of file corruption, media failure and technological change.

Digital preservation is an ongoing process, not a one-time activity, and needs to be addressed programmatically. Digital Preservation is more than a back-up.

**Why do we need it?**

Digital files become inaccessible over time unless they are managed and migrated to new technology as needed. Even content that resides on a web site or social media site is at risk.

For more information,

please contact:

*<<Your Name Here>>*

*<<Your Contact Info. Here>>*



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